



Shannon Campbell <(b) (6) usna.edu>

Fwd: Detroit Stewardship

1 message

(b) (6) <(b) (6) usna.edu>
To: Shannon Campbell <(b) (6) usna.edu>

Tue, Oct 24, 2017 at 2:35 PM

Shannon,

This is the email in which the Stewardship report was shared with NAF.

V/r

(b) (6)

----- Forwarded message -----
From: **Bruce Latta** <(b) (6) usna.edu>
Date: Tue, Oct 24, 2017 at 1:59 PM
Subject: Fwd: Detroit Stewardship
To: (b) (6) usna.edu>

Sincerely,
Bruce Latta

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----- Forwarded message -----
From: **Bruce Latta** <(b) (6) usna.edu>
Date: Fri, Jul 22, 2016 at 8:37 AM
Subject: Detroit Stewardship
To: Natalie Brianas (b) (6) >
Cc: Bruce Latta (b) (6) usna.edu>, (b) (6) @usna.edu>, John Rudder (b) (6) >, (b) (6) @usna.edu>

Natalie, attached is the stewardship report for Detroit.

Sincerely,
Bruce Latta

~~FOR OFFICIAL USE ONLY PRIVACY SENSITIVE—Any misuse or unauthorized disclosure can result in both civil and criminal penalties~~

—
LCDR (b) (6)
Operations Officer
United States Naval Academy
Office of Admissions
(b) (6)
(b) (6) usna.edu

~~Normalization of deviance—The gradual process through which unacceptable practice or standards become acceptable. As the deviant behavior is repeated without catastrophic results, it becomes the social norm for the organization.~~

~~----- This term comes from a paper on what went wrong when Challenger exploded "FOR OFFICIAL USE ONLY(FOUO) PRIVACY SENSITIVE : This document and any attachments may be subject to the Privacy Act of 1974 and~~

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Detroit Stewardship Report 2016.docx

995K

Detroit, MI
USNA Office of Admissions Activity (JUL15-JUL16)

IMPACT SUMMARY:

- Continued emphasis on engagement in the Detroit area led to several key events during this admission cycle including a well forum in November, the Women's Glee Club conducting several performances over Veteran's Day Weekend, and a remote STEM conducted in partnership with the United Way and General Motors
- Continued to show strong attendance for NASS and STEM
 - 46% of Summer STEM attendees were minorities; 50.5% were female
 - 38% of NASS attendees were from diverse backgrounds; 35% were female
- The Fall 2015/Spring 2016 Centers of Influence program hosted 3 Detroit educators

ENGAGEMENT ACTIVITY:

Schools Visited (10):

Cass Technical High School **X2**
Chandler Park Academy
Cristo Rey High School
Detroit International Academy for Young women
Frank Cody High School
Frederick Douglas Academy for Young Men
Osborn High School
Renaissance High School

Note: These schools represent dedicated visits conducted by the Admissions staff that were not associated with other events.

Forum: November 20, 2015

Cass Technical High School, Detroit
Total Participants: 258
Total Students: 152

Center of Influence Participants

Position/Title	School	City	State	Date
Guidance Counselor	Harper Woods High School	Detroit	MI	October 2015
School Counselor	Flint Northwestern High School	Flint	MI	April 2016
Guidance Counselor	Chandler Park Academy High School	Detroit	MI	April 2016

Other:

Remote STEM Project partnered with GM and United Way Schools:

- USNA and GM partnered with United Way schools to promote STEM.
- USNA invited 5 United Way schools. 135 students participated.



USNA Field Admissions Counselor LT (b) (6) pictured with a participant at the remote STEM event this year. This student is a JROTC cadet at River Rouge HS (a Turn-Around School). She attended our 2014 Detroit Remote STEM, went on to attend NASS in 2015, participated in the 2015 Remote STEM event at the GM Technical Center, and completed an application for the Class of 2020.

USNA Women's Glee Club Veterans Day Tour 2015

- 10 -15 Nov 15
- Performed 7 events, including 4 at schools
- 1900 Students engaged
- 708 contact cards collected



Women's Glee Club members engaging students during one of the visits

Candidate Visit Weekends

- 8 juniors and seniors attended overnight orientation visits throughout the academic year.

OPINFO

- 7 Midshipmen traveled to Detroit for OPINFO in November 2015.
- They conducted 23 school visits, 5 information sessions, and 11 personal sessions with candidates applying to the Naval Academy for the Class of 2020.
- Over the course of the week, 1131 students were engaged.

Mini-OPINFO (Columbus Day Weekend)

- Four midshipmen conducted 10 school visits in the Detroit area.
- Engaged 299 students from the following schools: Novi High, Groves High, Warren Woods Tower, Melvindale High, Seaholm High, Strong Middle, Cranbrook, Melvindale, Allen Park High, Detroit Country Day School.

Summer Engagement

- Admissions counselors conducted engagement visits with 19 Detroit area students and their parents.
- An African-African student from Garden City, MI had a summer engagement visit, which resulted in an Accepted Offer from an under-represented district (MI-13).

Impact and Admissions Results:

	July 2012- July 2013	July 2013- July 2014	July 2014- July 2015	July 2015- July 2016
NASS Apps/Attendees	37/15	36/17	42/22	30/16
STEM Apps/Attendees	6/1	25/6	17/6	18/7
Admissions Records/ Accepts*	69/10	71/13	74/4	89/7

* Includes NAPS and Foundation Candidates

Future Plans:

- SetSail (Jul 16): 4 educators from 3 Detroit area schools are attending
- Summer Engagement (Jun-Aug 16) – candidates for the Class of 2021
- Mini-OPINFO (6-10 Oct) in Detroit
- Remote STEM in Detroit (21 Oct 16)
- Women of Color STEM Conference (23-25 Oct 16)
- Admissions Forum in Detroit (30 Oct 16)
- Centers of Influence Visits at USNA (9-11 Nov 16, 10-13 Apr 17)
- OPINFO (18-23 Nov 16)
- Candidate Visit Weekends (9 weekends set throughout the AY)
- School visits (Spring 2017)
- Summer Seminar & STEM Camp (Jun 17) – Applications open in January